

Forest School Association

JOB DESCRIPTION

Date: 22/07/16 FINAL

Post Title: DEVELOPMENT OFFICER

Salary: £20,000 - £25,000 per annum (*pro rata*) starting salary subject to experience

(Initially 2 days per week)

Responsible to: ACTING CHIEF EXECUTIVE

Responsible for: Contract Personnel, Volunteers

JOB PURPOSE

Working closely with the acting CEO, Institute of Outdoor Learning administration staff, FSA working groups, and board of directors, the development officer will start by focusing on a selection of business critical activities on a part time basis (2 days per week). Once these activities have been completed successfully it is anticipated that the FSA will be in a position to offer more hours so that the development officer can take on additional responsibilities commensurate with the role. The planned profile of these activities and priorities is detailed in the duties below. Details of the planned new membership types may be found below.

DUTIES

Initially the core duties will revolve around developing and implementing a new membership model with a number of new membership types. These have already been designed by the FSA board and acting CEO.

1. Co-ordinate the development and implementation of the Forest School Organisation membership type (FSA endorsed Forest School organisations)
 - a. Develop marketing materials for this membership type
 - b. Publicise this membership type and its benefits (benefits annexed)
 - i. Build public appreciation of minimum requirements and standards for Forest School settings
 - ii. Increase membership numbers of FSA endorsed Forest School organisations
 - c. Reviewing applications from organisations that deliver Forest School against criteria for FSA endorsement
 - d. Working with IOL administrators to provide benefits to successful applicants
 - i. Provision of relevant branding and membership materials
 - ii. Ensure that new members are entered onto the publicly searchable database and map of FSA endorsed Forest School organisations
 - e. Providing feedback to unsuccessful applicants
 - f. Develop and implement policies and processes relating to appeals

- g. Develop and implement policies and procedures relating to complaints about member of this type
2. Co-ordinating the Forest School Trainer membership type (FSA endorsed Trainers)
 - a. Develop marketing materials for this membership type (benefits annexed)
 - b. Publicise this membership type and its benefits
 - i. Promote public understanding of minimum requirements and standards for Forest School trainers
 - ii. Increase membership numbers of FSA endorsed Forest School trainers
 - c. Review 'phase one' applications from Forest School Trainers and pass to assessor
 - d. Arrange 'phase two' interviews between students and assessor
 - e. Arrange 'phase three' interviews between Forest School Trainer and assessor
 - f. Ensuring that feedback is given to candidates at each phase and that follow up information is provided
 - g. Maintaining appropriate records relating to this membership type
 - h. Working with IOL administrators to provide benefits to successful applicants
 - i. Provision of relevant branding and membership materials
 - ii. Ensure that new members are entered onto the publicly searchable database and map of FSA endorsed Forest School trainers
 - i. Develop and implement policies and processes relating to appeals
 - j. Develop and implement policies and procedures relating to complaints about members of this type
3. Co-ordinating the Forest School Trainee membership type
 - a. Develop marketing materials for this membership type (benefits annexed)
 - b. Publicise this membership type and its benefits
 - c. Promote public understanding of minimum requirements and standards for Forest School trainers and Forest School practitioners
 - d. Increase membership numbers of Forest School Trainees
4. Co-ordinating the FSA supporter membership type
 - a. Develop marketing materials for this membership type (benefits annexed)
 - b. Publicise this membership type and its benefits
 - c. Promote public understanding of minimum requirements and standards for Forest School trainers and Forest School practitioners
5. Co-ordinating the development of membership materials such as badges, badged clothing, flyers, membership cards and induction material
6. Reporting to acting CEO, board of directors and funders
7. Assist acting CEO and directors in development of the organisation work plan

Once these new membership types have become established it will be possible to increase hours so that the development officer can take on additional responsibilities that will add value to our members. These will include, but will not be restricted to, the following.

8. Prepare a monthly bulletin

9. Support and communicate with local groups
10. Liaise with annual conference co-ordinators and directors
11. Update website and social media with news items (no previous website knowledge required)
12. Produce a careers information portal on the FSA website (no previous website knowledge required)
13. Produce guidance notes for members
14. Negotiate discounts for members
15. Develop WIKI content for members (no previous website knowledge required)
16. Writing press releases

JOB CONDITIONS

The development officer will be expected to work from their own office base and work in conjunction with the acting CEO and administrative base for the FSA at Warwick Business Park with the IOL. Much of the job will involve communicating by electronic media to consult and work with people, with occasional travel around the UK. The ability to travel and use of your own vehicle is essential. Expenses associated with home office and travel will be reimbursed. Work outside normal hours is occasionally required at weekends and evenings.

The post is for a fixed term of 6 month with the possibility of extension subject to satisfactory completion of the probation period (3 months) and available funding. One month notice period.

PERSON SPECIFICATION

Experience

Administration	E
Promotion and marketing	E
Knowledge and understanding of Forest School in the UK	E
Written and verbal communication with a variety of audiences	E
Project management	D

Skills

Ability to manage a budget	E
Good written and verbal English communication skills	E
Time management	E
IT skills, including web knowledge/literacy, database management, e-mail skills, etc	E
Event management	D



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Networking D

Other

Reliability E

Well organised and able to meet agreed deadlines E

Self-motivated and ability to use own initiative E

Ability to work on your own E

Ability to present in an appropriate professional manner E

Able to travel UK wide E

Full driving license and use of own vehicle E

Work from home/own office space E

Internet access from home/own office space E

Qualifications

Administration/development level 3 or above D

Have a Level 3 child/teaching/client based qualification D

Have a level 3 FS qualification D

E = Essential criteria D = Desirable criteria

THIS PERSON SPECIFICATION SHOULD FORM THE BASIS OF THE LETTER OF APPLICATION

Deadline for applications: 5pm Friday, 5th August 2016

Email letters of application to enquiries@forestschoollassociation.org

APPENDIX

Details of the new Forest School Organisation membership type

Benefits to the Forest School organisation ...

- The organisation would appear on a publically searchable map and database, of FSA supported settings, off the home page of the FSA website.
- The organisation would be provided with an electronic badge that could be used with their marketing and which could be linked back to their page on the FSA website
- Organisations could have up to 4 named members of staff given basic membership of the FSA in order to access member benefits.
- Regular bulletins with updates on how FS can benefit the organisation eg research into the learning development that happens in Forest School
- Advocacy for this type of learning at a national level with organisations such as OFSTED, DfE
- Level 3 staff can appear on the verified practitioner database.
- Members of organisational staff, who are members, would all have a vote in FSA elections.
- Only FSA endorsed organisations may advertise jobs through the FSA

Details of the new Forest School Trainer membership type

Benefits to the Forest School Trainer...

- This is a QA scheme and endorsement from the professional body will carry some weight
- The trainers will be able to market free FSA membership as a benefit of training through an FSA endorsed trainer.
- The Trainer would appear on a publically searchable map and database of FSA endorsed FS Trainers (listed according to their stage in the endorsement process) off the home page of the FSA website.
- The Trainer would be provided with an electronic badge that could be used with their marketing and which could be linked back to their page on the FSA website
- Trainers would receive all other member benefits.
- Trainers would have a single vote in elections.



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Details of the new Forest School Trainee membership type

Benefits to the Forest School Trainee...

- Access to FSA member resources and benefits – WIKI content, guidance notes, bulletins, member discounts ...
- Ability to join affiliated local forest School groups
- A single vote in FSA elections

Details of the new FSA Supporter membership type

Benefits to the FSA Supporter...

- Access to FSA member resources and benefits – WIKI content, guidance notes, bulletins, member discounts ...
- Ability to join affiliated local forest School groups
- A single vote in FSA elections